

FINDING YOUR BENEFITS

If you don't already have a product to write about, try using one of these for this exercise.



[Skype for Business](#)

[Fitbit Ionic Watch](#)

[Google Home](#)



List your product's features:

(Think capabilities, physical attributes, options, etc.)



Next, list the benefits your buyers experience:

(Why should people buy your product? What will they receive in return?)



Now link them.

For example, the feature "24-hour customer service" can be linked with these benefits: peace of mind, convenience, and being able to relax.

Ask yourself these questions:



Why does this feature exist? What was the purpose of adding it?



How does this connect to human desire?



Where would the driving impulse to buy this come from?



What's in it for the customer?